

Women's Health Program

Waiver Renewal Effort

The OOG has been fully engaged in the effort to renew the Women's Health Program, which provides preventative health services to more than 100,000 Texas women. The OOG is working to educate and mobilize state lawmakers, congressional leaders, third party grassroots organizations and the media to urge the Obama Administration to stop playing politics with women's health care and grant the waiver. Outreach efforts include:

Communications/Social Media Efforts

- Pitching WHP issue to conservative radio and bloggers
- Working daily with state and national reporters to promote and explain this issue
- Have directed HHSC's media efforts, including pitching story to Texas Tribune on HHSC's new rules enforcing state law
- Women's Health Program is the feature on OOG website home page.
- WHP microsite on OOG website, includes interviews with Abby Johnson, former PP clinic director, Carol Everett with the Heidi Group and Beverly Nuckols MD, FAAFP, Family Physician, Texas Alliance for Life. Additional interviews focused on 10th amendment are in the works
- Drafted op-ed under your name, which has run or is running in *Amarillo Globe News*, *Arlington Star Telegram*, *Austin American Statesman*, *Conroe Courier*, *Corpus Christi Caller Times*, *Dallas Observer*, *Kaiser Health News*, *KETK*, *Midland Reporter Telegram*, *Texas Tribune*, and *Waxahachie Daily Light*. It is also being considered by 25 other papers (still waiting to hear from 19 others).
- Engaging via social media (Twitter, Facebook, Google+)
- Reached out to Indiana Gov. Daniels and Cong. Pence about a potential joint op-ed. (Both have declined for now.)
- Coordinating closely with BPP and our third parties to engage them with media efforts

Texas Congressional Delegation

- Briefed Texas congressional delegation offices, urged members to question Sec. Sebelius on this issue during upcoming hearings.
- Provided written talking points to members and their staff.
- Cong. Marchant questioned Sebelius during a hearing last week, and has submitted questions to her regarding CMS' reasoning behind their motivations on the WHP waiver.
- Working with Cong. Burgess and Flores on a delegation letter
- Cong. Burgess submitted questions to Sebelius that OOG/BPP provided.

Third Party/Grassroots

Reaching out to 10th Amendment/States' Rights Advocates and social conservatives. Press Office has compiled media lists for third parties and directed them to key reporters. OOG BPP staff has engaged the following groups and invited them all to participate in the tele-townhall event on March 13:

- **Texas Alliance for Life**

- o OOG has been working with Dr. Joe Pojman and Carol Everett from Heidi Group, including providing them with talking points and media lists.
 - o Dr. Pojman had a conference call with pro-life leaders around the state asking them to urge Congress, send support emails and speak with press. He and his life supporters have been contacted by numerous press agencies.
 - o Dr. Pojman has sent emails to his 11,000 statewide members about the WHP and support for the Governor and the Legislature's efforts.
 - o Placed an op-ed in Lifenews.com in support of the WHP and GRP
 - o Sent out a press release supporting our efforts on the WHP
 - o Mailed "Write For Life" newsletter two times to 1000 best contacts asking people to support GRP. (See sample attached).
 - o Organized coalition of 30 grassroots organizations with weekly conference calls to support GRP, contact state and federal elected officials, and post comments on online news articles. (See sample email.)
 - o Asked U.S. representatives to question Sebelius on denial of WHP funds.
 - o Attended PP's staged rally at UT, showed that Cecile Richards does not speak for all women.
 - o Emailed news release to 300 media contacts and grassroots list
 - o Conducted numerous media interviews supporting Texas' position on WHP with print and broadcast outlets.
 - o Set up a special strike force to post comments on online articles – have commented on WHP articles on Texas Tribune, CC Caller Times and SAEN.
 - o Developed talking points for grassroots organizations.
 - o Wrote OP-ED supporting GRP's position. Picked up by several friendly outlets and tweeted about GRP. (See attached to WFL newsletter).
 - o Posted a thank you on each state representative and senator's Facebook wall who supported SB 7.
 - o Since Feb. 23, they have posted 12 different Facebook statuses on TAL page (with ~13,000 fans) regarding the WHP, with links to news articles and news releases, asking everyone to thank GRP. They received more than 580 likes and several dozen comments and shares on statuses and articles.
 - o Carol Everett is organizing pro-life providers to hold WHP press conferences in Austin, Dallas, Houston and potentially San Antonio. Planning on inviting local representatives and senators.
 - o Carol is also finding, screening and interviewing pro-life women who participate in the WHP program to do press.
 - o Carol sent a press release (attached) urging Christian and conservative radio stations to contact their legislators and GRP to thank them for protecting the health of Texas women.
- **Americans for Prosperity**
 - o BPP met with Peggy Venable to solicit her support and spoke to her about the 10th Amendment Fight. She said that she would work with her bloggers to write support blogs. We provided talking points to her.
 - o They will send an email WHP information in their weekly update to members this week (they have more than 110,000 in Texas).

- Peggy talked about it on her TV show – The Beauty of Politics – on Channel Austin (Channel 10) on Monday, March 6th.
 - They posted an article on their website encouraging Texans to contact their congressmen, and included a link to thank GRP for fighting for 10th Amendment rights.
 - Including a story in their newsletter, which will go out Thursday.
 - Tweeted about the issue and posted on Facebook.
 - Agreed to encourage members to be part of the Tele-Town hall March 13.
- **Texas Right to Life**
 - Elizabeth Graham has been speaking to the media, including Newsweek. She has posted four articles on their website and sent an email urging their 30,000 members to send emails of support to GRP and Legislature. She is also asking members to pressure Congress to influence CMS.
- **Texas Public Policy Foundation**
 - Arlene Wohlgemuth and the 10th Amendment Center are working on a press release and policy paper on the 10th amendment fight on WHP.
 - Arlene has also spoken about the issue on a Houston radio program, Houston morning show and Newstalk in Waco.
- **Texas Catholic Conference**
 - BPP briefed Jeffrey Patterson, Exec. Dir. and solicited support, sent them talking points.
 - They are also putting out a statement of support for GRP and Texas.
- **Catholic Pro-Life Commission of North Texas**
 - Gave interviews to Dallas TV stations to balance misinformation from Planned Parenthood's press conference this week.
- **Liberty Institute**
 - Jonathan Saenz has been speaking with Christian Press. Also spoke to Newsweek regarding the program and Texas' fight.
 - Sent out an email alert asking membership to show their support and send GRP an email thanking him for his support on the issue.
- **Michael Quinn Sullivan, Empower Texans**
 - Michael Quinn Sullivan is organizing and hosting a tele-townhall.
 - Jonathan Hurst spoke at his weekly luncheon at TPPF. There were more than 70 conservatives, including legislative staff. Multiple people offered help and support.
 - Sent an email call to action and posted an article about WHP on their website urging Texans to fight back and call their U.S. representatives and senators to

demand they take a public stand to support GRP, encourage them to push back on the Obama Administration and contact GRP to say they support his fight.

- **Eagle Forum**
 - Cathi Adams has offered her support, and will send talking points to her members.
- **Jonathan Hurst has also spoken to leaders of 25 grassroots organizations**
- **Spoken and provided information to the Texas Conservative Coalition Research Institute.**
- **OOG has received more than 1,800 constituent letters supporting GRP's efforts.**

State Lawmakers and Officials

- **Provided talking points and a information packet to state officials**
 - After working with our office, Sen. Nelson has agreed to champion this issue – she has been quoted statewide on this issue, and has drafted an op-ed for potential distribution.
 - Lege has briefed lawmakers
 - OOG has drafted an op-ed for Sen. Zaffirini to review
 - OOG BPP and Press briefed Comptroller Combs and provided talking points. She has issued a statement in support of the WHP
 - Lt. Gov. Dewhurst issued a statement on WHP
 - OOG worked with HHSC to develop a letter in response of the Planned Parenthood letter to OOG and legislature.